

	<b>POLICY</b>  Number: 7311-10-004 Title: NAMING POLICY
Authorization  [ X ] SRHA	Source: Chair, Joint Foundation Executive Committee Cross Index: Date Approved: November 10, 2010 Date Revised: November 2, 2016 Date Effective: November 9, 2016 Date Reaffirmed: Scope: SHR

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## OVERVIEW

The naming of healthcare assets is an important yet sensitive matter. Saskatoon Regional Health Authority (SRHA) and St. Paul's Hospital Board (SPHB) name its assets for one of the following reasons:

- to recognize philanthropic gifts
- for functional or geographical purposes

## PHILOSOPHY ON NAMING

Names of SRHA /SPHB facilities and assets contribute significantly to historic continuity, community identity and pride. Names of our facilities reflect function and geography, honorary recognition and philanthropic gifts. SRHA and SPHB, through its foundations, encourage philanthropic giving while acknowledging public investment and achievement within the realm of assets.

Named recognition is meaningful and personal. Philanthropy is essential to advance and enhance the continuity of healthcare services. The granting of naming opportunities to the public supports and promotes fundraising within our region. It also recognizes leadership within the community. Naming opportunities thank donors and enhance ongoing relationships with donors and the community at large.

SRHA and SPHB, through its foundations proudly recognize donors with naming opportunities that balance public and private interests. We celebrate and recognize donor's efforts and achievements. SRHA / SPHB and the foundations, encourage continued investment in these facilities/programs that will benefit SRHA / SPHB patients, clients, and residents for generations to come.

## DEFINITIONS

**Naming Opportunity** means the official naming of a particular asset within SHR. Naming Opportunities are divided into five broad categories:

**Class I External Facilities** means outside physical structures (e.g. buildings, including but not limited to: hospitals, institutes, centers and complexes) roads, parks, gardens, pathways/pedways and grounds.

**Class II Internal Facilities** means inside physical structures (e.g. wings, floors, annexes, laboratories, lecture theaters, internal pedways, galleries, operating rooms, clinical units, specialty clinical areas and common areas/atriums (larger areas for patients and families). Class II includes all other space not identified in Class III. Other internal spaces may be considered on a case by case basis.

**Class III Programs/Functional Rooms** means patient rooms, programs, libraries, daycares, boardroom/meeting rooms, conference rooms, lounges, waiting rooms/quiet rooms on the unit and equipment.

### **Class IV Research/Chair positions**

**Class V Tribute Markers** means plaques, medallions and other markers usually associated with features such as flower beds, trees, benches, small monuments, paintings, equipment etc.

**Centre** means a place of importance to a common activity or interest (e.g. Westwinds Primary Health Centre, Cameco MS Neuroscience Research Centre, Irene & Leslie Dubé Centre for Mental Health, Parkridge Centre. Centres may be established within a hospital or institute (e.g. Sleep Disorders Centre).

**CEO for the Foundation(s)** means the senior staff person for the Foundation. In rural areas where there is no senior staff person, this role may be the Chairperson of the Foundation.

**Complex** means a building or group of buildings housing similar units or various sectors of healthcare (e.g. Humboldt District Health Complex).

**Function** means a room designated for, or suited to a particular operation or use. A room designated for, or in which, a particular function takes place (e.g. library, diagnostic services, daycare).

**Foundation** means a separate corporate entity from SRHA/SPHB. Foundations are a registered charity, established as public organizations that conduct philanthropic and fundraising activities and events on behalf of SRHA/SPHB.

**Gift** means an (unsolicited and/or solicited) contribution, financial or in-kind, through one of the Foundations for which there is no reciprocal commercial benefit expected or required from SHR or one of its Foundations. Gifts do not involve a business relationship, they do not involve sponsorship.

**Institute** means having a multi-sectoral mandate, one of great breadth, more so than Centres; may have a research and/or education function, institutes to a greater extent than Centres obtain funding (for infrastructure and ongoing operations) from sources external to the organization.

**Local Contribution** means approximately twenty percent (20%) of the initial capital construction cost of a new or existing Class I Facility (plus furniture and equipment).<sup>1</sup>

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<sup>1</sup> Saskatchewan Ministry of Health Capital Cost Sharing Policy (announced 2011), see Ministry of Health Capital Process for more information

**Program** means a plan of action aimed at accomplishing a clear objective, with details on what work is to be done, by whom, when, and what means or resources will be used (e.g. Geriatric Services Program, Alvin Buckwold Child Development Program).

**Philanthropic** means the act of giving; an inter-vivos or planned gift; a gift, donation or bequest to SRHA / SPHB through one of its Foundations which has a real or in-kind monetary value to SRHA / SPHB.

**Site Leader** means a SHR / SPH employee responsible for oversight of a SHRA / SPHB owned, operated or leased facility.

## 1. PURPOSE

The purpose of this policy is to provide a consistent framework and approval process regarding the naming of SRHA / SPHB assets. It also:

- establishes the authority bodies for making naming decisions,
- identifies guiding principles to support naming decisions,
- assists and supports the philanthropic work of Foundations within SRHA / SPHB to attract and recognize donor gifts.

## 2. PRINCIPLES

### All Naming Opportunities

- 2.1** SPHB retains the authority to name, rename or change a name of any SPHB asset. In the case of naming opportunities within St. Paul's Hospital and grounds, SPHB approves the naming decision and advises SHR.
- 2.2** Naming opportunities or a name change may include, but shall not be limited to:
- New construction
  - Significant renovation or addition of space
  - The demolition of a facility or the discontinuation of an activity.
  - Any asset, tangible or intangible, as deemed appropriate by SRHA / SPHB.
- 2.3** The inventory of naming opportunities is a definable resource identified within the six classes of naming opportunities.
- 2.4** Decisions to name facilities/functions/programs shall be compatible, to the extent reasonably ascertainable, with SRHA's / SPHB's vision, mission and values. Decisions to name facilities/functions/programs shall be in alignment with the strategic directions as defined within the Strategic Plan.
- 2.5** The approval of a Naming Opportunity should not result in additional costs for SHR / SPH, excluding the SRHA's / SPHB's approval process, without prior approval.
- 2.6** No Naming Opportunity should be approved if it:
- Is likely to have a negative impact on the image or reputation of SRHA or any Foundation affiliated with SRHA / SPHB;
  - Would call into serious question the public respect for SRHA / SPHB or Foundations affiliated with SHR / SPH;
  - Implies endorsement of a partisan political or ideological position. This does not preclude use of the name of an individual who has previously held public office;
  - Implies endorsement of a specific commercial product. This does not preclude using the name of an individual or company that manufactures or distributes commercial products.

- 2.7** Honorary Naming may be considered by the SRHA / SPHB, on a case by case basis, upon recommendation by the President and CEO in consultation with the CEO of the Foundation(s) responsible for the specific facility/program/service.

### **Philanthropic Principles**

- 2.8** Naming opportunities may be recommended after the donor, an individual, a corporation, another (public, private or family) foundation or a third party (commemoration).
- 2.9** Donations must represent a considerable portion of the cost or replacement cost of the facility/function/program to be named (see Appendix A).

### **Function/Geographic Principles**

- 2.10** The primary function of a room is the foremost considering factor. (e.g. If the function of the room is to provide day care services the function will be added to the naming signage).

## **3. POLICY**

### **All Naming Opportunities**

- 3.1** All Naming Opportunities that involve naming of buildings, external facilities and or any structure that has an exterior name shall be approved by the SRHA or SPHB.
- 3.1.1 Naming opportunities begin at 51% of the local contribution.
- 3.2** The authority to name, rename or change a name of any SRHA/SPHB owned and operated asset rests with the SRHA/ SPHB or designate as stated in this policy.
- 3.3** SRHA / SPHB and the Foundations shall mutually agree on a comprehensive list of naming opportunities associated with a capital campaign prior to launch of the campaign. Naming Opportunities may be subject to change throughout the campaign.
- 3.4** All Naming Opportunities that involve gifts/donations >\$100,000 shall be approved by:
- the Vice President for the physical area where the naming will take place.
  - the CEO for the Foundation(s) responsible to fund-raise for a specific facility/program/ service
  - the Site Leader
- 3.5** All naming opportunities that involve gifts/donations <\$100,000 shall be approved by:
- the CEO for the Foundation(s) responsible to fund-raise for a specific facility/program/ service
  - the Site Leader
- 3.6** Donor wall development plans must be approved by:
- the CEO of the respective Foundation where the facility resides
  - the Vice President for the respective site/facility.
  - the Site Leader
  - if SPH, must also be approved by the President and CEO of SPH.
- 3.7** Existing names and/or commitments shall be honored as of the approval date of this policy.
- 3.8** All assets named subsequent to the implementation of this policy shall not be named in perpetuity. Any asset named in perpetuity is on an exception basis and must be approved by the Authority.

- 3.9** SRHA / SPHB shall endeavor, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.
- 3.10** All naming decisions shall be supported by appropriate and complete documents including written documentation stipulating rationale and conditions underlying the naming decision.
- 3.10.1 All naming decisions shall be documented and filed with the SHR Legal Department.
- 3.10.2 A naming registry will be maintained by Facilities Management (with in the space registry).
- 3.11** All agreements with donors for named recognition require the donor to complete a Named Gift Agreement (Appendix B).
- 3.11.1 Any amendments must be highlighted for the SHR Vice President entering into the agreement.
- 3.11.2 In the rare case where a donor or corporate donor has their own philanthropic agreements and/or their internal policies require that they utilize their agreement, every effort will be made to append the Named Gift Agreement (Appendix B). All exceptional circumstances must be reviewed by SHR Legal Counsel.
- 3.12** Name longevity is available for a specific term (see Appendix A) and stated in the Named Gift Agreement. Once the term has expired, the existing donor shall be provided with the opportunity to make another gift through first right of refusal (see procedure).
- 3.13** SRHA/SPHB and the Foundations shall honor naming in accordance with the Named Gift Agreement which is made with the donor.
- 3.14** SRHA/SPHB reserves the right to revoke naming as a result of the following circumstances:
- actions or conduct by an already honored person, which in the sole opinion of the SRHA / SPHB is not appropriate.
  - failure of an honored person to fulfill agreed upon obligations.
  - See procedure.
- 3.15** Facilities Management will coordinate the citing/location of the feature, manage installation/change activities.
- 3.16** Publicity surrounding the naming of an asset shall be coordinated by the respective Foundation in consultation with the respective Vice President and Director, Communications (or designate).
- 3.17** Form and content of naming signage is the responsibility of respective approval authority (see Appendix A, guidelines regarding Naming signage are underdevelopment).
- 3.17.1 The Foundation will collaborate with Facilities Management, who will coordinate with facility stakeholders impacted by the signage.
- 3.17.2 Donor naming signage may only be procured for a named physical asset after approval has been granted.
- 3.17.3 Signage shall be in compliance with SHR's visual identity standards.
- 3.17.4 Donor logos may be used on assets, except SHR external facility signage. All external signs shall display the building name along with SHR/SPH logo.
- 3.17.5 If a corporation or business name changes, signage and other naming devices may be changed at the cost to the donor with the approval of the original approving authority.

**3.18** When it is proposed that a facility or room within a building be relocated within the same building, or to a different building, provided that the new facility or room will serve the same original purpose, no recommendation or approval under this policy is required to re-locate the name.

**3.19** SRHA/SPHB are responsible for upkeep and associated costs of all asset classes.

### **Philanthropic Naming**

**3.20** Naming opportunities may be offered for financial gifts. An offer of financial or in-kind contribution does not guarantee that naming recognition will be granted. Each opportunity for naming recognition must be considered on its merits: size, location and prominence of service.

**3.21** Naming opportunities shall require a minimum contribution, as established by SRHA / SPHB, that may change from time to time (see Appendix A).

**3.22** Naming opportunities for existing facilities/space/programs/functions shall take into consideration replacement and/or operational costs, location and marketability.

**3.23** Naming opportunities may be assigned for a living person, in memory of a person or after a business or corporation.

**3.24** Naming associated with a particular facility or endowment shall not preclude further naming within the same facility/program/functional area.

### **Function/Geographic Naming**

**3.25** Names based on function shall be consistent with ongoing use/majority occupancy of the facility/function/program.

**3.26** Function shall be included in the name of a facility/function/program, wherever feasible and appropriate (i.e. The John Smith Hemodynamics Laboratory).

## **4. ROLES AND RESPONSIBILITIES**

### **4.1 SRHA or SPHB**

4.1.1 Review and provide direction regarding all naming proposals for Class I Naming Opportunities.

### **4.2 Vice Presidents, CEO of the Foundation and Site Leaders**

4.2.1 Consider naming proposals and signage recognition for donations >\$100,000 based on this Policy;

4.2.2 Consider requests for reconsideration based on this policy;

4.2.3 Consider the revocation of naming rights as required;

4.2.4 Consider appeals of established naming rights as required;

4.2.5 Support timely review and execution of all Named Gift Agreements for Naming Opportunities in physical areas for which they are responsible for to ensure that SRHA's / SPHB's interests are adequately protected.

### **4.3 Foundations**

4.3.1 Consider and respond to all requests for Naming based on this Policy;

4.3.2 Act as the primary liaison for Naming recommendations/ requests;

4.3.3 Provide information to donors/applicants on the interpretation of this policy;

4.3.4 Facilitate timely communication;

4.3.5 Negotiate Named Gift Agreements in compliance with this policy;

- 4.3.6 Protect the confidentiality of Named Gift Agreements to the extent practicably possible;
- 4.3.7 Seek advice from SHR / SPH Legal staff regarding the proposed Named Gift Agreement as required.

#### **4.4 The Donor/Applicant**

- 4.4.1 Provide Foundation(s) with the necessary documentation and information as requested;
- 4.4.2 Execute a Named Gift Agreement as outlined in this Policy.

### **5. POLICY MANAGEMENT**

The management of this policy including policy education, monitoring, implementation and amendment is the responsibility of the Chair, Joint Foundation Executive Committee.

### **6. NON-COMPLIANCE/BREACH**

- 6.1 Initiating discussions around naming opportunities outside the parameters of this policy may put future funding and the reputation of SRHA/SPHB and the Foundations at risk. Non-compliance of this policy will result in, at a minimum, a review of the situation and a review of the understanding between SHR, the Foundations and/or St. Paul's Hospital.
- 6.2 SHR and Foundation delegates must comply with the intent of this policy. In particular, shall not circumvent the donation by sub-dividing a donation into smaller amounts.

**Appendix A**

<b>Classification</b>	<b>Type</b>	<b>Donation</b>	<b>Max Term</b>	<b>Approval Authority</b>
<b>Class I External Facilities</b>	New or Existing Buildings	>\$10 Million or 51% of the local contribution	Not to exceed 50 years or the life of the structure, whichever occurs first.	SRHA or SPH Board upon recommendation by the President and CEO, as brought forward by CEO of the Foundation(s) responsible to fund-raise for a specific facility/program /service.
	New or Existing Institutes			
	New or Existing Centres			
	Roads	>\$1 Million or 51% of the local contribution	Not to exceed 25 years or the life of the structure or equipment whichever occurs first.	SRHA or SPH Board upon recommendation by the President and CEO, as brought forward by, CEO of the Foundation(s) responsible to fund-raise for a specific facility/program /service.
	Parks			
	Gardens			
	External Pathways/Pedways			
	Grounds			
	Equipment within >\$1,000,000.00			
	<b>Class II Internal Facilities</b>	New or Existing Internal Centre	>\$500,000 or 10% of the cost with the size of the gift to increase proportionately with the size and profile of the internal facility	Not to exceed 20 years or the earlier of the life of the internal facility or the life of the building housing the internal facility, or the life of the equipment whichever occurs first.
New or Existing Wing/Floor/Annex				
New or Existing Laboratory				
New or Existing Lecture Theatre				
Internal Pedway				
Gallery				
Operating Room				
Common Area/Atrium				
Clinical Area				
Equipment >\$500,000				
<b>Class III Programs, Functional Rooms</b>	Patient Room	>\$100,000 or 10% of cost with the size of the gift to increase proportionately with the size and profile of the program/ room	Not to exceed 10 years or commensurate with funding support or the length of the program , life of the room or life of the equipment, whichever occurs first.	If >\$100,000 CEO of the Foundation(s) responsible to fund-raise for a specific facility/program /service, the VP for the physical area where the room resides and the Site Leader.  If <\$100,000 the CEO of the Foundation responsible to fund-raise for a specific facility/program/service, and the site leader.
	Program			
	Library			
	Day Care			
	Board /Meeting/Conference Room			
	Lounge			
	Waiting rooms/quiet rooms on the unit			
	Equipment >\$100,000			

<sup>1</sup> In owned and operated Special-care Homes, the Site Leader and Director of Seniors Health and Continuing Care.

Classification	Type	Donation	Max Term	Approval Authority
<b>Class IV Research Academic Positions/Chairs</b>	Research and Clinical Positions/Chairs	Funding sufficient to cover 50% of the cost of the Chair.	Negotiable based on the nature of the donation.	SHR VP People Practice and Quality, U of S designate, and the CEO of the Foundation.
<b>Class V Tribute Markers</b>	Plaques, medallions and other markers usually associated with features such as trees, flower beds, benches, statues or small monuments. Equipment <\$10,000.00	<\$10,000	Negotiable	CEO of the Foundation and the Site Leader. <sup>2</sup>

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<sup>2</sup> Approval for tribute markers do not require SHR approval unless their value exceed \$10K or if the Site Leader has reason to believe the proposed name or donor would be controversial.

<Insert Foundation Logo>

## NAMED GIFT AGREEMENT

**BETWEEN:**

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**(the "Donor")**

**AND:**

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**(the "Foundation")**

**AND**

**Saskatoon Regional Health Authority  
(the "SRHA")**

The parties hereto covenant and agree as follows:

### **1. Purpose of Agreement**

The purpose of this agreement is to outline the agreement between the Donor, the Foundation and SRHA regarding gifts as described in this Agreement.

### **2. The Foundation's Representations**

The Foundation represents that it is a qualified donee (Charitable No. \_\_\_\_\_), such that the Donor may be entitled to a charitable contribution tax deduction under the rules and regulations of the Canada Revenue Agency, if available. Upon receipt of the Gift and as permitted by law relating to the manner in which the Gift is made, the Foundation agrees to issue and deliver to the Donor an official receipt, (or series of receipts, as appropriate) for income tax purposes, if eligible.

### **3. The Gift**

To further the wishes of the Donor to assist the Foundation in carrying out its work, and in consideration of the undertaking given by the Foundation as set out in this Agreement, the Donor agrees to make a Gift to the Foundation in the amount of \$\_\_\_\_\_ (the "Gift") in Canadian currency.

The Gift will be made in the manner outlined in Schedule A.

### **4. Purpose of the Gift**

The purpose of the Gift(s) will be to support the "<insert campaign name>" for "<insert hospital or institution"> or <insert specific priority area of support with in <insert hospital/institution> (the "Purpose"). The Donor understands that the Foundation is relying on and will rely on the Gift in the planning and budgeting for Foundation initiatives. The Foundation will pursue similar commitments from others and may refer to the Gift when encouraging others to make such commitments, unless directed by the Donor that it wishes to remain anonymous.

### **5. Named Recognition Rights**

In grateful recognition of the Donor's Gift, the Donor will receive named recognition as outlined in Schedule B.

**6. Term of the Named Recognition**

The term of the named recognition will be for the period not to exceed **insert term** or the life of the Purpose, whichever occurs first. The term will commence upon the Purpose commencing: for space, the officially opening to the public, for equipment, the date the equipment is installed or in use, or such other time as the parties may agree in writing.

The Donor will have right of first refusal at the end of the term. Any right of renewal or right of first refusal shall be as outlined in Schedule C.

**7. Approval**

Named recognition rights are subject to the approval of the SRHA as outlined in the current SRHA *Naming Policy*.

**8. Revocation**

Named recognition rights may be revoked if, in the reasonable opinion of the SRHA, circumstances respecting a recognized individual, organization or corporation contradict the mission, ethics and values of SRHA or the Foundation.

**9. Change of Purpose**

The parties agree that the SRHA retains the right to revise the name for the Purpose if deemed appropriate. In event this occurs, the Foundation shall notify the Donor, in writing, of the revision.

If the Foundation is of the opinion that a revised Purpose for the use of the Gift is appropriate, the Foundation shall exercise its discretion, in consultation with the Donor, and use the Gift to the best advantage of the Foundation for other purposes consistent with the intent of the Donor.

If the Donor does not fulfill its commitments as outlined in this Agreement, the Foundation shall exercise its discretion, in consultation with the Donor, and use the Gift to the best advantage of the Foundation for other purposes consistent with the intent of the Donor. The Donor will receive recognition for the actual amount received by the Foundation consistent with the gift level benefits outlined in Foundation policy.

**10. Commitments of the Foundation**

The Foundation and SRHA agree that they shall make every reasonable effort to maintain the named recognition rights referred to in Section 6.

The Foundation agrees to use its best efforts to ensure the purpose of the funding of the Gift.

**11. Notice**

The contact person designated by **the Foundation** is

Name, Title  
Insert Address  
Phone #

The contact person designated by **the Donor** is

Name, Title  
Insert Address  
Phone #

The contact person designated by **the SRHA** is

Name, Title  
Insert Address  
Phone #

**12. Publicity**

Neither party shall disclose the terms of this Agreement to any third party without the prior written consent of the other party, unless compelled by law.

**13. Governing Law**

The agreement shall be governed by the laws of the Province of Saskatchewan and the laws of Canada applicable therein.

**14. Miscellaneous**

Naming rights does not imply ownership of assets. It is understood that the SRHA and the Foundation will retain sole ownership of any and all assets, intellectual property or other obtained as a result of the Gift.

The SRHA retains the right to manage and control a SRHA facility. This Agreement enures to the benefit of and is binding upon the parties and their respective heirs, executors, successors and assigns.

If a corporation or business name changes, signage and other naming devices may be changed at the cost to the Donor with the approval of the SRHA.

The effective date of this agreement shall be the date it is signed by all parties.

**IN WITNESS WHEREOF this Agreement has been executed and delivered by the parties.**

**Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ in the city of \_\_\_\_\_ in the  
Province of \_\_\_\_\_.**

By: \_\_\_\_\_  
Donor Signature

By: \_\_\_\_\_  
Witness

By: \_\_\_\_\_  
Donor Signature

By: \_\_\_\_\_  
Witness

SRHA hereby acknowledges that this Named Gift Agreement is acceptable and in keeping with the Saskatoon Health Region Naming Policy.

**IN WITNESS WHEREOF this Agreement has been executed and delivered by the parties.**

**Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ in the city of \_\_\_\_\_ in the  
Province of \_\_\_\_\_.**

By: \_\_\_\_\_ Witness: \_\_\_\_\_  
CEO of the Foundation

\_\_\_\_\_  
Name  
Title

By: \_\_\_\_\_ Witness: \_\_\_\_\_  
Vice President  
Saskatoon Regional Health Authority

FOR OFFICE USE ONLY:  Site: _____  Room #: _____
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**SCHEDULE A**

**PROCEDURE**

Number: 7311-10-004

Title: NAMING PROCEDURES

Authorization

[ X ] SRHA

Source: Chair, Joint Foundation Executive Committee

Cross Index:

Date Approved: November 10, 2010

Date Revised: November 2, 2016

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Scope: SHR

<b>SECTION I</b>	<b>RENAMING AN ENTIRE FACILITY</b>
<b>SECTION II</b>	<b>NAMING REQUESTS/PROPOSALS/RECOMMENDATIONS</b>
<b>SECTION III</b>	<b>RENAMING, ADDING OR REMOVING NAMES</b>
<b>SECTION IV</b>	<b>RIGHT OF FIRST REFUSAL</b>

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**SECTION 1  
RENAMING AN ENTIRE FACILITY**
**OVERVIEW**

Statistical data is maintained at the provincial level based on the name of the facility. Hospitals are designated once a year through a Minister's Order and this Order is published in the *Saskatchewan Gazette*. There are no legal requirements to change a name of a facility except for keeping the Ministry's informed so the changes can be made.

**1. PROCEDURE**

- 1.1** Donor proposed suggestions for renaming of an entire facility will include consultation with the Foundations and Senior Leadership. Administrative naming/renaming of an entire facility include discussions with the President and CEO as well as consultation with the Authority and the Ministry of Health.
- 1.2** An Authority motion approving the renaming recommendation is to be forwarded to the Assistant Deputy Minister accompanied by background information with details about the overall evaluation process.
- 1.3** The Ministry will prepare any other required paperwork to implement the name change.
- 1.4** When a facility is requested to be renamed, add a second name or remove a name from a facility, Foundation representatives will make all reasonable efforts to inform in advance the original donor or honoree and/or their immediate family.
- 1.5** The Foundation, in consultation with the donor, coordinates a communication/media plan jointly with SHR.

## **SECTION II NAMING REQUESTS/PROPOSALS/RECOMMENDATIONS – Foundation Procedure**

### **OVERVIEW**

Foundations discuss various options of recognition with donors. Recognition may be in the form of naming opportunities and/or public recognition.

#### **1. PROCEDURE**

- 1.1** Determine asset classification and submit to the approval authority as stated in the Appendix A. Include the following information:
  - Current market valuation of the proposed Naming Opportunity
  - Intended use of funds
  - Proposed term of Named Gift Agreement;
  - Proposed rights and benefits;
  - Demonstrated support from key stakeholders (eg. members, users, donors, funders);
  - Draft signage proposal and acknowledgement/recognition plan;
  - Draft Naming Rights Agreement.
- 1.2** The approval authorities treat this information as confidential. They consider the request/proposal/recommendation and either endorse or reject the Naming Opportunity as presented. (See Policy, section 2, Naming Principles)
- 1.3** If/when endorsed, the donor confirms all information and enters into a Named Gift Agreement.
- 1.4** Announcements regarding the naming shall be done only after SHR approval of the proposed naming and in agreement with the donor.
- 1.5** Document the naming decision stipulating rationale and conditions underlying the naming decision; forward all supporting documentation to the Legal Department.
  - 1.5.1** Legal forwards a copy to Facilities Management.

## SECTION III

### RENAMING, ADDING OR REMOVING NAMES

#### OVERVIEW

If a name is deemed to no longer be in the best interest of the SRHA or the donor, it is possible to have a name changed, removed or revoked. The name change must be approved by the original approval authority.

#### 1. PRINCIPLES

A request to rename, add or remove a name from a facility shall conform to the following principles:

- 1.1 When the use of an asset is changed due to the asset being sold, demolished, substantially renovated, rebuilt or designated for another use, SHR may continue to use the name, transfer the name to another comparable asset or discontinue the use of the name. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name.
- 1.2 A name may be removed from a facility or space if it is determined that the actions or deeds of the individual or corporation it is named for are not in keeping with the mission or standards of SHR or the Foundations.
- 1.3 A naming right (for any class of assets) may be revoked at any time by the original approving authority upon completion of a request, investigation and recommendation.
  - 1.3.1 The request must be put forward by an Authority Member, a CEO of a Foundation, a member of Senior Leadership Team or Site Leader.
  - 1.3.2 An investigation must be conducted by a third party.
- 1.4 When a named facility has reached the end of its useful life and will be replaced or substantially renovated the replaced or renovated facility may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees may be included in the new, renovated or redeveloped facilities.

#### 2. PROCEDURE

- 2.1 Submit recommendation to revoke naming right to approving authority.
  - 2.1.1 Any recommendation put forward must provide the following information:
    - description of the naming right involved
    - documentation pertaining to the original approval and subsequent name change proposal
    - the value of the naming right
    - the name of the donor
    - reasons for recommending the revocation of the naming right
    - names of the original approval authority who do not support revocation of the naming right and reasons for dissent, and
    - the financial impact, if any.
- 2.2 The approval authority will review the recommendation and make a decision.

- 2.3 Decisions will be recorded by Facilities Management and filed with SHR Legal Department.
- 2.4 All public communication surrounding the revocation of a naming right involving buildings will be handled jointly by the Communications Department and the respective Foundation.

**SECTION IV  
RIGHT OF FIRST REFUSAL**

**1. PRINCIPLES**

- 1.1 SRHA assets are not named in perpetuity and are subject to any revocation clause in the Naming Agreement.
- 1.2 The original donor has the right to make another gift (on the entity already named) before a Naming Opportunity is made available to others.
- 1.3 It is expected that a renewing donor to a named space will provide a gift that reflects the current value of the space, not the original value.

**2. PROCEDURE**

- 2.1 Re-evaluate price associated with the identified named space at the end of each time period to keep current with comparables in the market.
  - 2.1.1 Discuss renewal options with existing donor prior to going to other donors.
- 2.2 If the existing donor does not wish to renew their gift, the donor's name will be removed from the named space.
- 2.3 See Procedure *Renaming, Adding or Removing Names*.